

AUG 13 1925 /

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IN THE NAME OF LOVE ✓

Photoplay in six reels ✓

From the play THE LADY OF LYONS by Bulwer Lytton ✓

Directed by Howard Higgin ✓

Author of photoplay (under Sec. 62)  
Famous Players Lasky Corporation of the U. S.

"In the Name of Love" Is 6 Reels—5,862 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky present  
**"IN THE NAME OF LOVE"**  
with Ricardo Cortez, Greta Nissen, Wallace Beery, Raymond Hatton  
From the play, "The Lady of Lyons," by Bulwer-Lytton  
Screen play by Sada Cowan  
Directed by Howard Higgin  
A Paramount Picture

AUG 13 1925

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PURPOSE: To Help You Sell the Picture to

## "In the Name of Love" Is Richly With A Strong Vein of Com

### FILM FACTS

#### Featured Players

A quartet of film favorites whose combined fan following runs into millions:

**RICARDO CORTEZ**—one of the few real silver sheet idols of the present day; handsome, magnetic and an accomplished actor.

**GRETA NISSEN**—the new sensational screen scintillant; a bewitching mixture of youth, beauty, brains, art and personality.

**WALLACE BEERY**—the man you love to hate; a good portrayer of bad man roles; a villain with a comedy complex.

**RAYMOND HATTON**—a character actor par excellence who provokes humor and hisses with equal facility; Beery and Hatton—a team supreme!

#### Director

Howard Higgin who makes his directorial debut with this production; for many years a scenario writer of note; familiar with every phase of the business; chockful of ideas and able to translate them into entertainment values.

#### Author

Edward Bulwer-Lytton, one of the literary giants of the last century. His play, "The Lady of Lyons," which serves as a basis for the photoplay, is one of the enduring stage classics.

#### Scenarist

Sada Cowan, recognized as one of the ablest screen writers in the industry. Her intelligent adaptation is one of the outstanding features of the picture.

#### Type of Story

A modern romance-idyll of a boy and girl, childhood sweethearts. It begins in a picturesque provincial town in France and endures on the part of the boy during the intervening years that he spends in America, but fades on the part of the girl who remains in France and grows up to be wealthy and snobbish. And then comes the ingenious attempt of the boy to win the girl back.

#### Sets

Interiors and exteriors are authentic and magnificently impressive. Notably the home of Greta Nissen in France is most pretentious and marvelous for detail.

#### Gowns

Miss Nissen wears some adorable creations designed by Travis Banton, the famous fashion expert brought from Paris by Mr. Lasky. Banton also designed the gowns worn in this picture by Miss Leighton and Miss Chapman.

#### Comedy

The comedy motif is furnished by Lillian Leighton as the overdressed, newly-rich mother. Sparkling bits are interpolated by Beery and Hatton in their own inimitable style.

THEY PROVE ALL IS  
FAIR "IN THE NAME  
OF LOVE" AT RIALTO



RICARDO CORTEZ AND GRETA NISSEN  
IN THE PARAMOUNT PICTURE  
"IN THE NAME OF LOVE"

Production Mat IPA

ROMANTICISTS will revel in the feature the Rialto is offering this week. "In the Name of Love" is its romantic title; Ricardo Cortez and Greta Nissen are the romantic lovers; and a wonderfully realistic provincial French background is the romantic setting for the romantic action.

The plot has been liberally garnished with humor, so that when you are not sympathizing with Cortez or admiring Miss Nissen, you are laughing at the antics of Wallace Beery and Raymond Hatton, whose "what a comedy almost overwhelms surely occur", as of villainy. And for two slammed in.

ton, who adds to the hilarity of the picture by her capital performance as Greta's over-dressed newly-rich mother. Edythe Chapman and Richard Arlen round out a brilliant cast.

"In the Name of Love," which Howard Higgin directed, is based on Sada Cowan's adaptation of Bulwer-Lytton's romance-idyll, "The Lady of Lyons," which was famous in the last century on two continents as one of the great stage successes. As the story unfolds on the screen, one can readily understand why it has remained, even in our modern day, one of the enduring love-classics.

Reduced to its skeleton outline, the plot deals with the ingenious efforts of Cortez to recapture the love of Miss Nissen, who had been his childhood sweetheart. When the former returns to France after having gone through a ten years process of Americanization, he finds that the girl he left behind has been metamorphosed into a proud and haughty heiress, socially ambitious to marry a title.

With the courage born of desperation, the young lover decides upon a bold stroke—nothing less than to impersonate the Prince of Como, reported as traveling in France, incognito. The masquerade succeeds in so far as fooling the girl is concerned, but unexpected developments arise which threaten disastrous re-

### Film Favorites Inc Cortez, Greta Nis Wallace Beery a Raymond Hatton

Picture, Sumptuously Produced  
Higgin, Based on Sada Cowan's  
Version of "The Lady of L

IN PICTURIZING, under the title "In the Name of Love," Lytton's famous love-classic of the last century, "The Lady of Lyons," Paramount brings to the screen one of the greatest stories ever told.

This glorious romance-idyll, which made theatrical continents and served as a starring vehicle for some of the stage personalities of the past seventy-five years, is now re-nized and brought up-to-date, so that the millions can enjoy one of the greatest entertainments of all time.

Skilfully adapted by Sada Cowan and shrewdly directed by Howard Higgin, who makes his directorial debut with this picture, "In the Name of Love" stands out as a photoplay of high heart and power—a picture of rapturous romance and high-hearted youth and sparkling comedy.

Although richly-mounted and dressed in all the luxury of gorgeous Paris gowns, the sumptuous setting of the picture, with its provincial French background, has not been made subservient to scenic investiture.

Ricardo Cortez is the handsome and dashing hero, in a desperate attempt to win back the love of his sweetheart, a part exquisitely played by Greta Nissen, a blonde-haired Norse beauty, who has been hailed as the screen discovery of the new decade. Wallace Beery and Raymond Hatton, the comedy-villains, add to the picture with their characterizations, Beery as an uncouth millionaire brewer and Hatton as a dapper, penniless Marquis.

"In the Name of Love" is dedicated to the world and proves conclusively that "all the world is a stage."

### Cast

Raoul Melnotte.....  
Marie Dufrayne.....  
M. Glavis.....  
Marquis de Beausant.....Ra  
Mother Dufrayne.....L  
Mother Melnotte.....Ed  
Dumas Dufrayne.....

### Synopsis

AFTER many years of residence in America, Ricardo Cortez returns to his native France, accompanied by his mother, re-

# PARAMOUNT

Anything in This Press Sheet May Be Reprinted

# SHEET

Adolph Zukor and Jesse L. Lasky present

## 'IN THE NAME OF LOVE'

with Ricardo Cortez, Greta Nissen, Wallace Beery and Raymond Hatton

From the play, "The Lady of Lyons," by Bulwer Lytton

Screen play by Sada Cowan

Directed by Howard Higgin

A Paramount Picture

PLEASE: To Help You Sell the Picture to the Public.

# Is Richly-Mounted Romance in of Comedy and Invincible Cast

## in Favorites Include Cortez, Greta Nissen, Wallace Beery and Raymond Hatton

### Sumptuously Produced by Howard Higgin, Based on Sada Cowan's Modern Version of "The Lady of Lyons"

RIZING, under the title "In the Name of Love," Bulwer-Lytton's famous love-classic of the last century, "The Lady of Lyons" brings to the screen one of the sweetest love stories told.

ious romance-ideals, which made theatrical history on two continents and served as a starring vehicle for some of the notable personalities of the past seventy-five years, has been modernized and brought up-to-date, so that the millions of film fans may enjoy the greatest entertainment of all time.

adapted by Sada Cowan and shrewdly produced by Howard Higgin, who makes his directorial debut with this production, "In the Name of Love" stands out as a photoplay of rare distinction—a picture of rapturous romance and flashing beauty, of youth and sparkling comedy.

a richly-mounted and dressed in all the glowing color and gorgeous Paris gowns, sumptuous settings, picturesque exoticism, quaint, provincial French backgrounds, yet story value is made subservient to scenic investiture.

Cortez is the handsome and dashing hero who stakes all to win back the love of his beautiful boyhood sweetheart, a part exquisitely played by Greta Nissen, the flaxen-haired beauty, who has been hailed as the most important discovery in the last few years.

on, the comedy-villain, Wallace Beery and Raymond Hatton, Beery as an uncouth millionaire brewer and Hatton as penniless Marquis.

"In the Name of Love" is dedicated to the sweethearts of the world. It proves conclusively that "all the world loves a lover."

## Cast

Melnotte.....	Ricardo Cortez
DuFrayne.....	Greta Nissen
Wig.....	Wallace Beery
de Beausant.....	Raymond Hatton
DuFrayne.....	Lillian Leighton
Melnotte.....	Edythe Chapman
DuFrayne.....	Richard Arlen

## Synopsis

A PRINCE OF ACTORS  
AS AN ACTOR-PRINCE  
IN DE LUXE ROMANCE



RICARDO CORTEZ  
IN THE PARAMOUNT PICTURE  
'IN THE NAME OF LOVE'  
Production Mat 1PB

H.R.H., the Prince of Wales, had a better look to his laurels; Ricardo Cortez has gone into the Prince business!

Admirers of this popular Paramount player are certain to hail his latest role in the new comedy-romance, "In the Name of Love," opening Sunday at the Rialto, as the finest characterization of his meteoric career.

The portrayal is that of an Americanized Frenchman who impersonates the Prince of Como, and his Latin features lend themselves well to this colorful part, while his handsome face and manly physique, garbed in the picturesque uniform of royalty, give to the screen one of its most fascinating and magnetic personalities.

The theme of the story, based on Sada Cowan's modernized version of Bulwer-Lytton's famous play, "The Lady of Lyons," illustrates the truth of that old adage, "absence makes the heart grow fonder."

After ten years in America, Cortez returns to his birthplace in France with the happy prospect of marrying his childhood sweetheart who had promised to wait for him. Alas for love's young dream! He discovers that she has become wealthy, snobbish, and ambitious to marry a title.

Desperation, at first, finally gives way to inspiration, with the result that Cortez decides to masquerade as a Prince. How the deception is carried out, the complications that ensue and the climax that develops when the trick is exposed are all dramatically and thrillingly depicted.

Greta Nissen, the new ravishing screen beauty, has the leading feminine role, while Wallace Beery and Raymond Hatton, in the other two featured parts, prove their versatility by combining comedy and villainy in masterful style.

Howard Higgin, a newcomer in the directorial ranks, has reason to feel mighty proud of his initial effort. Richly mounted and luxuriously

## PUTTING IT OVER RIGHT

The title of this picture, its story, its backgrounds and its personalities contain much that is worth while for exploitation purposes. The suggestions outlined in this column offer a variety of ways and means for bringing "In the Name of Love" forcefully to the attention of the general public. Slogan: Dedicated to the sweethearts of the world.

**CONTEST**—turn to page 3 in this press-book for details of popular contest entitled "What would you do IN THE NAME OF LOVE?"

**Teasers**—What would you do IN THE NAME OF LOVE?

All's fair in war and IN THE NAME OF LOVE!  
Is deception forgivable IN THE NAME OF LOVE?

Is everything fair IN THE NAME OF LOVE!  
What has been done IN THE NAME OF LOVE?

**Tie-ups**—window tie-ups on every kind of article that a man can buy his wife or sweetheart. Have a card reading: "IN THE NAME OF LOVE, give her chocolates," or whatever the product is. The title lends itself readily to a merchants newspaper ad tie-up page, each ad starting off with the line IN THE NAME OF LOVE.

**Stunt**—send inexpensive bouquets to as many as possible of the most prominent women of the town and tip off the newspaper men to the stunt. Just enclose a card with each one reading: "IN THE NAME OF LOVE" (handwritten). Leave it to the newspaper boys to get a good story out of this one.

**Get the local bookstores and libraries to make a special display of love novels, with a card reading: "All these stories are IN THE NAME OF LOVE."**

**Lobby display**—pick out of the daily papers over a period of a week or two weeks all new accounts of happenings that have been instigated IN THE NAME OF LOVE. Paste all these items on a large sheet of paper, mount on cardboard or beaver board and display it in your lobby during run of the picture.

**"Greta Nissen" Party**—Greta Nissen, the new sensational screen discovery, who plays the leading feminine role in the picture, is one of the most

GRETA NISSEN—the new sensational screen scintillant; a bewitching mixture of youth, beauty, brains, art and personality.

WALLACE BEERY—the man you love to hate; a good portrayer of bad man roles; a villain with a comedy complex.

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#### Type of Story

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#### Sets

Interiors and exteriors are authentic and magnificently impressive. Notably the home of Greta Nissen in France is most pretentious and marvelous for detail.

#### Gowns

Miss Nissen wears some adorable creations designed by Travis Banton, the famous fashion expert brought from Paris by Mr. Lasky. Banton also designed the gowns worn in this picture by Miss Leighton and Miss Chapman.

#### Comedy

The comedy motif is furnished by Lillian Leighton as the overdressed, newly-rich mother. Sparkling bits are interpolated by Beery and Hatton in their own inimitable style.

#### Highlights

The production bristles with punch scenes, which are skilfully balanced with light comedy moments as well as with the purely romantic sequences.

One of the exciting moments is the fight scene between Cortez, Beery and Hatton, ending with Beery taking a backward plunge down a long flight of stairs, a stunt attended with considerable danger.

Another risky exploit is indulged in by Miss Nissen who takes a terrific fall over a log while riding a spirited horse along a bridal path with Cortez as companion.

The reception in the salon when Miss Nissen's engagement is announced is a beautiful scene. Hundreds of players appear in this sequence, each a type. It's a dazzling display of feminine loveliness, glittering gowns, smart military uniforms, amid most luxurious settings.

The wedding ceremony is notable not alone for its lavishness but for its accuracy as to detail.

The plotting in the tavern is a clever episode with Cortez, Beery and Hatton at their best.

The climax is exceptionally thrilling, showing Miss Nissen's brother trying to kill Cortez and how his life is saved by the girl's quick action.

#### Cameraman

C. Edgar Schoenbaum, whose photography is one of the worthwhile features of the picture.

#### Appeal

"In the Name of Love" is de luxe entertainment. Everything the average picture-goer looks for when he or she visits the theatre has been packed into this photoplay. One of the greatest love stories ever written, romance, heart-throbs, consummate acting, superb direction, lavish staging, beautiful photography, colorful backgrounds—now honestly, what more could any one want?



RICARDO CORTEZ AND GRETA NISSEN  
IN THE PARAMOUNT PICTURE  
"IN THE NAME OF LOVE"

#### Production Mat IPA

ROMANTICISTS will revel in the feature the Rialto is offering this week. "In the Name of Love" is its romantic title; Ricardo Cortez and Greta Nissen are the romantic lovers; and a wonderfully realistic provincial French background is the romantic setting for the romantic action.

The plot has been liberally garnished with humor, so that when you are not sympathizing with Cortez or admiring Miss Nissen, you are laughing at the antics of Wallace Beery and Raymond Hatton, whose "what a comedy almost overwhelms" surely occur, as of villainy. And for two slammed in...

ton, who adds to the hilarity of the picture by her capital performance as Greta's over-dressed, newly-rich mother. Edythe Chapman and Richard Arlen round out a brilliant cast.

"In the Name of Love," which Howard Higgin directed, is based on Sada Cowan's adaptation of Bulwer-Lytton's romance-idyll, "The Lady of Lyons," which was famous in the last century on two continents as one of the great stage successes. As the story unfolds on the screen, one can readily understand why it has remained, even in our modern day, one of the enduring love-classics.

Reduced to its skeleton outline, the plot deals with the ingenious efforts of Cortez to recapture the love of Miss Nissen, who had been his childhood sweetheart. When the former returns to France after having gone through a ten years process of Americanization, he finds that the girl he left behind has been metamorphosed into a proud and haughty heiress, socially ambitious to marry a title.

With the courage born of desperation, the young lover decides upon a bold stroke—nothing less than to impersonate the Prince of Como, reported as traveling in France, incognito. The masquerade succeeds in so far as fooling the girl is concerned, but unexpected developments pile up which threaten disastrous results for a time though eventually they lead to a thrilling and happy ending.

#### Romance Vies With Comedy in Paramount Love-Classic

Romance and royalty, comedy and complications, rich drama and rare thrills, combine to make "In the Name of Love" the type of stimulating and refreshing entertainment that dazzles the eye with its glowing beauty and grips the emotions with its heart-warming love story.

There is something fundamentally appealing about a lover who triumphs over all obstacles and wins the girl of his heart, which explains why a first night audience yesterday at the Rialto, where this Paramount picture had its initial showing, heaved a happy sigh of relief when Ricardo Cortez carried Greta Nissen across the threshold of his home to show that all his troubles were at end.

"In the Name of Love" presents a romantic theme with colorful atmosphere and elaborate settings. The story was adapted by Sada Cowan from the internationally famous play "The Lady of Lyons" by Bulwer-Lytton, and has for its picturesque background a little French town.

The plot hinges on the dramatic and comic situations that follow when Cortez enters into a conspiracy with Wallace Beery and Raymond Hatton to masquerade as a Prince in order to teach the socially snobbish Miss Nissen a well-deserved lesson.

Cortez carries his role with a style and courtliness that makes his characterization a convincing one. Greta Nissen proves that she is as talented as she is beautiful. And Beery and Hatton lighten their villainy with delightful humor. The direction is all that it should be and reflects great credit on Howard Higgin who wielded the megaphone.

## Picture, Sumptuous Produced by Higgin, Based on Sada Cowan's Version of "The Lady of Lyons"

IN PICTURIZING, under the name "In the Name of Love," Lytton's famous love-classic of the last century, Paramount brings to the screen one of the stories ever told.

This glorious romance-idyll, which made theatrical continents and served as a stage vehicle for some twenty-five years, has been nized and brought up-to-date, so that the millions of enjoy one of the greatest entertainments of all time.

Skilfully adapted by Sada Cowan and shrewdly produced by Howard Higgin, who makes his directorial debut with this "In the Name of Love" stands out as a photoplay of high power—a picture of rapturous romance and flash high-hearted youth and sparkling comedy.

Although richly-mounted and dressed in all the glory of luxury of gorgeous Paris gowns, sumptuous settings, interiors and quaint, provincial French backgrounds, it has not been made subservient to scenic investiture.

Ricardo Cortez is the handsome and dashing hero in a desperate attempt to win back the love of his beautiful sweetheart, a part exquisitely played by Greta Nissen, a haired Norse beauty, who has been hailed as the new screen discovery in the last century.

mond Hatton, the comedy-villain, supreme, funsterizations, Beery as an uncouth millionaire brewer a dapper, penniless Marquis.

"In the Name of Love" is dedicated to the swiftness of the world and proves conclusively that "all the world loves a lover."

## Cast

Raoul Melnotte.....	R
Marie Dufrayne.....	
M. Glavis.....	
Marquis de Beausant.....	Ray
Mother Dufrayne.....	Lil
Mother Melnotte.....	Edy
Dumas Dufrayne.....	

## Synopsis

AFTER many years of residence in America, Raoul, accompanied by his mother, returns to his native land, hoping to find the little girl he loved as a boy still living. But when he arrives in the provincial town where she now lives, he learns that she has become wealthy, snobbish, and ambitious to marry a title.

Determined to win her, Raoul, after buying a good horse, decides to woo the girl without revealing his identity, and bombards her with flowers, letters, and gifts. Marie is intrigued with her mysterious lover and concludes that he is none other than the Prince of Como, travelling through France, incognito.

Two other men are interested in the girl, the Marquis de Beausant, an impoverished nobleman, and M. Glavis, a money-grubbing bourgeois. But Marie, sure that she will become a Princess, refuses to be wooed by either, and bent upon her independence, she leaves her father's house and becomes a garage keeper, and her fury is unbounded as she upbraid the phone.

The three disappointed suitors meet at the tavern where the idea dawns upon the Marquis that Raoul should be the Prince of Como, make love to Marie, lead her to the altar, and humiliate her by telling her the truth. The latter, however, and everything goes as arranged, except that Raoul, desperately in love with Marie, at last, unwilling to give up the prize, he begs the other two to give up the prize.

Then he learns for the first time that it is no joke, but a motive behind it, for both the Marquis and the money-grubber will turn to one another and into either of them. Rather than have her fall into either of their hands, he decides to play the game a little longer and marry her himself. He does so.

Meanwhile the real Prince of Como arrives in the town, and Marie escapes with his bride to her mother's home. Marie then tells the truth—that he is not the Prince of Como, but a garage keeper. A bitter scene follows in which the Marquis, unmercifully, finally rushing to her bedroom and here she overhears Raoul confessing the whole story and suddenly realizes that he is the boy she loved.

She is about to go down and tell him she still loves him when her brother suddenly appears on the scene determined to disgrace the family. Marie saves Raoul's life in the end, and the picture ends with Raoul carrying her off according to the old French custom.

G, under the title "In the Name of Love," Bulwer's love-classic of the last century, "The Lady of the Lake," on screen one of the sweetest love

of Love" is dedicated to the sweethearts of the world, and conclusively that "all the world loves a lover."



The theme of the story, based on Sada Cowan's modernized version of Bulwer-Lytton's famous play, "The Lady of Lyons," illustrates the truth of that old adage, "absence makes the heart grow fonder."

Howard Higgin, a newcomer in the directorial ranks, has reason to feel mighty proud of his initial effort. Richly mounted and luxuriously staged, "In the Name of Love" appeals to the eye as well as the heart.

The advantage of quaint backgrounds, lavish settings and dazzle and splendor of gorgeous gowns and royal trappings help make "In the Name of Love" one of the most colorful and entertaining photoplays of the season.

Mail Campaign—there is a beautifully colored picture which you can mail out in envelopes. On the face of the envelopes stands the word "LOVE" and on the back "Open this envelop IN THE NAME OF LOVE."

te.....	Ricardo Cortez
ae.....	Greta Nissen
.....	Wallace Beery
causant.....	Raymond Hatton
yne.....	Lillian Leighton
tte.....	Edythe Chapman
yne.....	Richard Arlen

to go down and tell him she still loves him, when he appears on the scene determined to kill Raoul for his family. Marie saves Raoul's life in the nick of time by carrying her over the threshold of the old French custom.



FILL THAT SPACE WITH A PARAMOUNT

# "IN THE NAME OF LOVE"

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

— WITH —  
**RICARDO CORTEZ**  
**GRETA NISSEN**  
**WALLACE BEERY**  
**RAYMOND HATTON**

"I'D LIKE  
 TO MEET  
 YOU SOME  
 TIME"



A 1925 version of  
 Bulwer Lytton's  
 famous play "The Lady  
 of Lyons."

The screen's most  
 beautiful blonde, Greta  
 Nissen, lovelier than  
 in "Lost—a Wife." The  
 screen's most dynamic  
 lover, Ricardo Cortez,  
 in his finest love role.  
 And Beery and Hatton  
 funnier than in "Ad-  
 venture."

Screen play by  
 Sada Cowan  
 Directed by  
 Howard Higgins

A Paramount Picture



"BUT I DON'T  
 EVEN KNOW  
 YOUR NAME"

Four-column Newspaper Advertisement 4A



3' x 10' Colored Banner—\$2.00 Each



## Four-Page Roto Magazine

To the left is illustrated the cover of the four-page Roto Magazine on this production. Actual size is 11 x 17 inches.

If you haven't yet used Paramount Roto Magazines, here's the place to start. Ask your local Ad Sales Manager to tell you about their wonderful exploitation possibilities, and to explain how you can get your local merchants to buy space on the back page to reimburse you for your investment. Thousands of exhibitors are already doing this.

You get them at actual cost—\$7.50 per 1,000.

# WITH A PARAMOUNT NEWSPAPER AD!



## LOVE"

"BUT I DON'T  
EVEN KNOW  
YOUR NAME"



RICARDO CORTEZ AND GRETA NISSEN IN A SCENE  
FROM THE PARAMOUNT PICTURE "IN THE NAME OF LOVE"

Two-column Production Mat 2P



### "IN THE NAME OF LOVE"

WITH  
RICARDO CORTEZ  
GRETA NISSEN  
WALLACE BEERY  
RAYMOND HATTON

PRESENTED BY  
ADOLPH ZUKOR AND JESSE L. LASKY  
A Paramount Picture

One-column Press Ad 1A



— WITH —  
RICARDO CORTEZ  
GRETA NISSEN  
WALLACE BEERY  
RAYMOND HATTON

A  
Paramount  
Picture

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

## IN THE NAME OF LOVE

THE love classic of the season.

The story of a girl who was tricked into marriage with the man she had tricked in love.  
One of the new Greater Forty Paramount Pictures.

Two-column Press Advertisement 2A

## THEATRE

ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT



A  
Paramount  
Picture

IS IT right to deceive  
your sweetheart?

See this throbbing  
romance, featuring Ri-  
cardo Cortez, Greta  
Nissen, Wallace Beery  
and Raymond Hatton.

One-column Press Ad 1AX

## And She Called It Love!

The love story of a lovely  
lady who played in the game  
of love—but didn't play ac-  
cording to Hoyle.



— WITH —  
RICARDO CORTEZ  
GRETA NISSEN  
WALLACE BEERY  
RAYMOND HATTON  
PRESENTED BY  
ADOLPH ZUKOR

## Roto Magazine

ated the cover of the four-page  
roduction. Actual size is 11 x 17

used Paramount Roto Magazines,  
Ask your local Ad Sales Manager  
wonderful exploitation possibilities,  
can get your local merchants to  
page to reimburse you for your  
of exhibitors are already doing

in his finest love role.  
And Beery and Hatton  
funnier than in "Ad-  
venture."

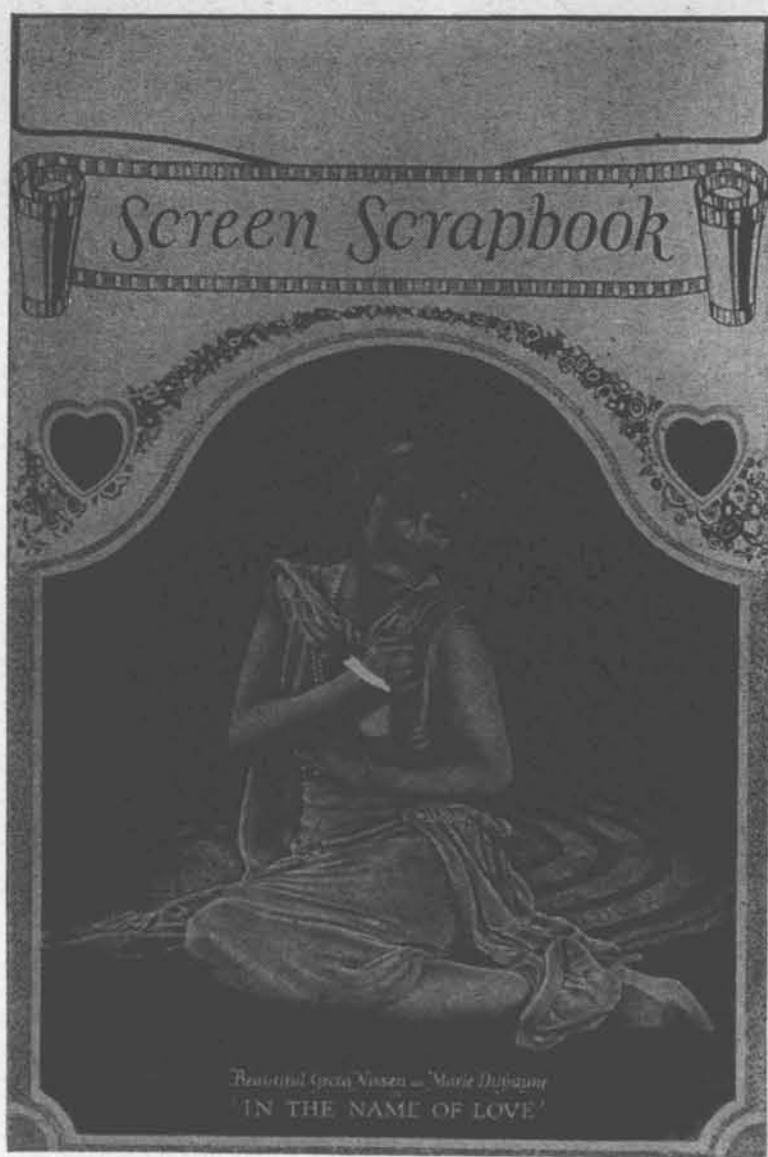
Screen play by  
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SHE thought she had married a millionaire nobleman, but he was only masquerading—In the Name of Love!

Dazzling beauty and gorgeous thrills; rapid action and sure-fire comedy.

Brilliantly acted by a cast of well-known players.

with Ricardo Cortez, Greta Nissen, Wallace Beery, Raymond Hatton



Two-column Supplementary Press Ad 2ASX

## RIALTO THEATRE

Two-column Supplementary Press Ad 2

# THEATRE



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

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THE love classic of the season.

The story of a girl who was tricked into marriage with the man she had tricked in love. One of the new Greater Forty Paramount Pictures.

Two-column Press Advertisement 2A



IS IT right to deceive your sweetheart in the Name of Love?

See this throbbing romance, featuring Ricardo Cortez, Greta Nissen, Wallace Beery and Raymond Hatton.

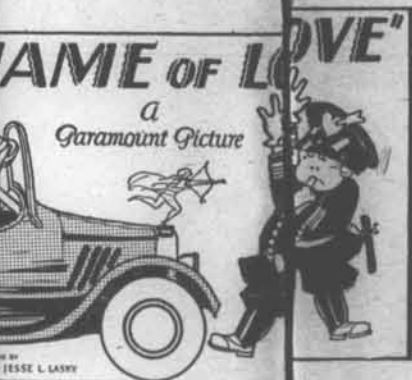
One-column Press Ad 1AX

# Roto Magazine

rated the cover of the four-page production. Actual size is 11 x 17

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# THEATRE

plementary Press Ad 2

## And She Called It Love!

The love story of a lovely lady who played in the game of love—but didn't play according to Hoyle.

A Paramount Picture



From the play "The Lady of Lyons" by Bulwer Lytton—Screen play by Sada Cowan—Directed by Howard Higgin

Three-column Newspaper Advertisement 3A



# USE PARAMOUNT PUBLICITY IN

## Wallace Beery Reforms In New Comedy-Romance

### Most Villainous Deed Is Savage Assault on Box of Chocolates

**EXTRA!** All about the metamorphosis of Wallace Beery!

And the only reason, dear reader, you haven't heard the newsboys shouting the above from every street corner is that metamorphosis is a little hard on the teeth, and besides, newsboys don't understand the meaning of words of more than one syllable.

But it's true, nevertheless. A metamorphosis, a transformation—in plain English—a startling change has taken place in Wallace Beery. In Paramount's latest de luxe production, "In the Name of Love," now playing at the Rialto Theatre, the screen's most beloved "bad man" stands revealed as a villain—with a comedy complex!

For at least this one picture, the big, good-natured portrayer of "heavy" roles has reformed. Not only does he refrain from engaging in physical combat, but he even looks and dresses like a gentleman. In fact, his sartorial display is enough to make Beau Brummel turn over in his grave, green with envy. Instead of the rough, crude, homely clothes which have identified him in the past, he blossoms out in ultra-modern raiment—cutaway coat, high silk hat, spats, cane, and all the rest—a life size edition of "What the Well Dressed Man Should Wear."

And the simple explanation for these sudden changes in Beery's manners and personal appearance is that his part in this picture is that of a millionaire French brewer, who "buys" himself a title and poses as a count. Confidentially, his great dissipation is a savage assault on a box of chocolates!

"In the Name of Love" was produced by Howard Higgin from Sada Cowan's screen version of Bulwer-Lytton's world-famous stage success, "The Lady of Lyons." It is a gorgeous comedy-romance, with Ricardo Cortez and Greta Nissen in the leading roles, and Beery and Raymond Hatton as the principal featured players.

### Ricardo Cortez Triumphs As "Prince" in Love Film

The question, "Is everything fair in love?" is convincingly answered by Ricardo Cortez in Paramount's absorbing romance, "In the Name of Love," now showing at the Rialto Theatre.

This handsome and fascinating player shows you what happens when a garage keeper suddenly decides to masquerade as a Prince, in order to win the love of a beautiful girl.

Cortez' impersonation of the bogus member of royalty is the most colorful characterization he has ever portrayed. His is easily the outstanding performance in the picture, although, in all fairness, it must be admitted that the other featured players acquit themselves with considerable distinction.

Greta Nissen, the lovely and talented Norse screen "find," for whom Paramount entertains such high hopes, plays her role of the snobbish and wealthy heiress with a naturalness and skill worthy of a veteran. If this is a sample of what she can do, then she should go far.

Wallace Beery, of course, needs no introduction to film fans, but if you haven't seen him in this new production, you have a treat in store for yourself. For the Beery in "In the Name of Love" is quite a different Beery from the one you have been accustomed to seeing. Here he steps out in the serio-comic part of a millionaire French brewer, whose laborious efforts to act like a gentleman are extremely laughable.

Raymond Hatton is another versatile character actor who, as a penniless Marquis, vies with Beery for the hand of Miss Nissen. The supporting cast includes Edythe Chapman, Lillian Leighton and Richard

### Howard Higgin, Director, Rose From Property Boy

The career of Howard Higgin, whose Paramount production, "In the Name of Love," at the Rialto this week, marks his debut as a director, reads like an Horatio Alger story. For this youthful producer of one of the current season's most delightful photoplays started in the film business as a property boy.

Eight years ago, Higgin, then a gangling youth, journeyed to Hollywood, firm in the belief that the motion picture industry was waiting to welcome him with open arms. After weeks of fruitless haunting of the studios—weeks during which doors were slammed in his face with monotonous regularity—he came to the somewhat belated conclusion that he had been too optimistic. Apparently, the supply of ambitious young men in the film capital far exceeded the demand.

But with the enthusiasm born of an unquenchable spirit of determination he persisted in his efforts to break into the screen world until Fortune took pity on him and smiled.

"My property boy has just quit because the work was too hard. If you want his job, come down and take it. But whatever you do, stop bothering me with telephone calls."

That was the rather terse and to-the-point message Higgin received from a noted motion picture director, one day, when his optimism was at its lowest ebb. Did he accept the property boy job? Nay, he grabbed it! The first picture he was assigned to included in the personnel of its cast Raymond Hatton, Lillian Leighton and Edythe Chapman.

Exactly eight years from the date he started on that picture Higgin had the satisfaction of celebrating the anniversary by directing on the same "lot" the above-named players, who, with Ricardo Cortez, Greta Nissen and Wallace Beery make up the cast of "In the Name of Love." There's poetic justice for you!

During the intervening years Higgin grasped every opportunity that came his way and successively became a production manager and art director. Eventually he formed a scenario writing team with Sada Cowan, who, incidentally, is responsible for the adaptation of "In the Name of Love." His final promotion came when he signed a contract with Paramount that made him a full-fledged director.

The moral according to Higgin, who possesses a whimsical sense of humor, is that "what is bound to happen will surely occur", and an odd door or two slammed in one's face is not sufficient cause for discouragement.

### Player Meets Danseuse and Realizes Ambition

Meeting Anna Pavlova personally and conversing with the famous danseuse constitutes Greta Nissen's happiest experience since coming to Hollywood, according to the lovely Norse film player.

Miss Nissen first attracted attention in this country by her dancing and pantomime work in the original stage production, "Beggar on Horseback."

During her many years of study at the Royal Opera in Copenhagen, she held Pavlova as her ideal and looked forward to meeting her some day.

Recently, while the new Paramount actress was making "In the Name of Love" under the direction of Howard Higgin, at the Hollywood studio, Pavlova played an extended engagement in Los Angeles, and Miss Nissen was an eager and interested patron at every performance. She realized her ambition when, through mutual friends, she was introduced to the premier danseuse.

### She Loves Danger!

The unmistakable pleasure derived



RICARDO CORTEZ, GRETA NISSEN AND RAYMOND HATTON  
A SCENE FROM THE PARAMOUNT PICTURE "IN THE NAME OF LOVE"

Three-column Production Mat 3P

TO those worldly-wise, sophisticated souls who claim romance is dead and insist there is no such thing as true love in this modern day and materialistic age, we heartily recommend a visit to the Rialto Theatre where "In the Name of Love," a new and joyous Paramount picture, is now holding forth.

For this modern magnificent picturization of Bulwer-Lytton's world-famous stage success, "The Lady of Lyons" offers

serious proof that the youth is just as careful in love-making as were the knights of old who and of their "ladye suits of armor." "In the Name of Love" has for its central character the handsome and Greta Nissen, as the lovely but snobbish heiress, who schemes to win Miss N

## What Would You Do "In the Name of Love"?

### Masquerades As Prince to Win a Bride

"In the Name of Love," New De Luxe Romance, Proves Love Always Finds Way

THE Rialto Theatre takes great pleasure in announcing that, beginning next Sunday, it will present Paramount's brilliant, ultra-modern comedy-romance, "In the Name of Love," which Howard Higgin produced from Sada Cowan's colorful adaptation of Bulwer-Lytton's internationally famous love-classic, "The Lady of Lyons."

A flashing, sparkling story of spirited youth and rapturous romance is "In the Name of Love," which swings from light, humorous, laugh-compelling scenes to emotional appeal with tense, dramatic action. Superbly interpreted by a sterling cast of popular favorites, featuring the screen's most dynamic lover, Ricardo Cortez, the new, ravishing film beauty, Greta Nissen, and the imitable comedy-villain duo, Wallace Beery and Raymond Hatton.

The theme of the story deals in refreshing fashion with the ingenious attempt on the part of Cortez to win the love of Miss Nissen. Returning to his native France after ten years in America, Cortez discovers that Miss Nissen, his childhood sweetheart, has forgotten all about him, and has her heart set on marrying a title. Feeling that he has first

### Rialto Theatre Popular To Get Free

Love?"

For the best answers to this question, the Rialto Theatre is offering cash awards: 3rd prize—\$3. The seven next-best letters will win free tickets to

Here's the "wh

Ever since Adam and Eve, men have done a great deal of ficing all in the name of love. Several notable examples: Mark Antony, Samson, and others. Our own day is no exception. Romance daily, tend to change, but the all-powerful, motion picture, remains the same.

And now this unique motion picture, "In the Name of Love," is being shown week to the Rialto Theatre.

# BLICITY IN THE NAME OF PROFIT!



RICARDO CORTEZ, GRETA NISSEN AND RAYMOND HATTON IN THE PARAMOUNT PICTURE "IN THE NAME OF LOVE"

## Greta Nissen Hailed As Latest Screen Sensation

### Opposite Types Featured In "In the Name of Love"

Ricardo Cortez and Greta Nissen, who portray the featured roles in Howard Higgin's initial Paramount production, "In the Name of Love," are a study in contrasts.

No picture made by Paramount within the memory of the Hollywood studio officials has revealed two leading players of such diametrically opposite types.

Miss Nissen, a recent screen discovery, is petite, flaxen-haired, with skin of ivory whiteness, dainty as a bit of Dresden china, and on or off the set buoyant with the spirit of youth.

Cortez, on the other hand, is of the extreme Latin type, with raven black hair, of athletic build, and unusually reticent during the interval between scenes.

The contrast afforded by Cortez' dark Latin type and Miss Nissen's Norse beauty provides a distinctive appeal in the picture.

"In the Name of Love" is based on Sada Cowan's adaptation of Bulwer-Lytton's well known stage play, "The Lady of Lyons." It is a stirring ultra-modern romance, set midst the picturesque backgrounds of a provincial French town, with a strong vein of comedy and a notable cast. Wallace Beery and Raymond Hatton share featured honors with Cortez and Miss Nissen.

### Just Another Advantage of Being a Screen Star

Credit Greta Nissen, beautiful Norse film star, with evolving an original method to dispense with the nuisance of house hunting.

Less than a month after her arrival in Hollywood to start work on her Paramount contract, Miss Nissen decided to abandon hotel life and procure a bungalow for her mother, her younger brother and herself.

Did she go to any of the many realtors of Hollywood to ask their assistance?

She did not. She marched into the office of Fred Harris, location expert for Paramount and suggested that, inasmuch as Harris had a reputation for finding anything, here was his great chance.

The naive request appealed to Harris and he located a suitable bungalow for Miss Nissen, thus keeping his record for efficiency intact.

Miss Nissen, who is a cinema "discovery," is the latest in a long line of the featured players in Howard Higgin's comedy-romances, "In the Name of Love," coming Sunday to the Rialto Theatre. Ricardo Cortez has the leading male role in this sumptuous production, with Wallace Beery and Raymond Hatton also prominently cast.

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### Auto Racing, Actor's Idea of Relaxation

Driving a racing car, with a super-charger, at an average rate of 110 miles an hour on a board track, is Richard Arlen's idea of a bit of relaxation from motion picture activities.

Arlen—no relation to Michael Arlen, famous fiction writer—was recently signed to a long term contract by Paramount and makes his screen debut in Howard Higgin's production, "In the Name of Love." He is considered one of the most versatile and promising of the new crop of film "finds."

He is a graduate of the University of Pennsylvania where he won a varsity letter in three major sports. He has also taken honors as a member of the crack hockey team of St. Paul's School.

A particular friend of Tommy Milton, Arlen is planning to engage in at least one race on the coast, if his contract will allow. His recent test

### Brilliant Future Predicted for Flaxen-Haired Norse Film Discovery

IF Greta Nissen is not, in six months time, numbered among the brightest scintillants of the silver sheet, then scores of well known film players in Hollywood will be forced to admit they are "second guessers."

Miss Nissen is the beautiful Norse girl discovered by Jesse L. Lasky as a wonderful screen possibility while she was playing in the original stage version of "Beggar on Horseback" in New York City. Speaking of this new Paramount actress, Mr. Lasky said:

"In Greta Nissen I believe we have one of the greatest 'finds' the screen has ever had. In the vernacular of the studio, she 'has everything'—beauty, charm, grace, talent, and above all, that personality, that individuality that is so essential to screen success.

"I have seen many stars developed, but I cannot recall one about whose future I was so optimistic as I am about Miss Nissen. If ever there was a genuine example of what the film world calls a 'discovery,' it is Greta Nissen."

And it is a significant fact that every prominent star and director at the Paramount studio in Hollywood has gone on record as agreeing with Mr. Lasky. The fact that she was signed for Howard Higgin's new production, "In the Name of Love" and also for the leading feminine role in "The Wanderer," before she had completed her first picture, William de Mille's "Lost—A Wife," is proof positive that the screen has a new sensation.

Incidentally, Miss Nissen is more fortunate than many of the other cinema newcomers, in that she had many years of the finest training in the art of pantomime, the most valuable asset a screen player can possess. From the age of five—she is not yet nineteen—she had the best instructors in the art of terpsichore and pantomime at the Royal Opera in Copenhagen. And it was at the National Theatre in Copenhagen, under the patronage of King Haakon and Queen Maude of Denmark, that she made her debut as a dancing star.

Native picture-goers will have the opportunity of seeing her at the Rialto next Sunday when "In the Name of Love" begins its local engagement. Ricardo Cortez, Wallace Beery and Raymond Hatton share featured honors with Miss Nissen in this production.

### Wanted—Girl With an Hour-Glass Shape

The above did not appear in any of the "want ad" columns of the daily newspapers. It was a request made by Howard Higgin, Paramount director, to the Lasky casting department.

"I must have an old fashioned girl—one with a figure like an hour glass," was what Higgin told Tom White, casting chief.

The director, who was producing "In the Name of Love," found it important for one of the sequences laid in a provincial French town, to use a girl with a figure reminiscent of the days of the Gibson girl.

According to Higgin, the girl had to be about nineteen or twenty, but the main requisite was a wasp waist. And there was the rub! For the modern girl has discarded the old fashioned whale bone corset. The girlish figure of today is boyish in outline, slim, upright, and practically even from shoulders to hips.

However White shared Higgin's belief that somewhere in Hollywood there was to be found the type of girl they were looking for. The search lasted for several days while the entire casting staff combed the film capital, and at last their efforts were rewarded—a girl with an hour-

### Three-column Production Mat 3P

Lyons" offers serious proof that the twentieth century youth is just as daring and resourceful in love-making as were those knights of old who fought for the lady in shining armor. "In the Name of Love" has for its central characters Ricardo Cortez, as the handsome penniless lover, and Greta Nissen, as the lovely but snobbish heiress. Cortez' scheme to win Miss Nissen by masquerading

as a Prince precipitates an amusing and thrilling series of situations. Wallace Beery and Raymond Hatton add to the fun as a couple of rejected suitors.

The action of the story takes place against quaint French backgrounds, and this, coupled with the lavish scenic investiture Howard Higgin, the director, has provided, adds to the beauty of the production.

## Would You Do "In the Name of Love"?

### Rialto Theatre Inaugurates Popular Contest; Winners To Get Cash Prizes And Free Theatre Tickets

WHAT would you do in the Name of Love?

For the best letters, embodying the cleverest answers to this fascinating question, the management of the Rialto Theatre offers the following cash awards: 1st prize—\$10; 2nd prize—\$5; 3rd prize—\$3. In addition, the writers of the seven next-best letters will each receive a pair of free tickets to the Rialto Theatre.

Here's the "why" of this contest:

Ever since Adam ate the apple, men and women have done and dared, suffered and sacrificed all in the name of love! History offers several notable examples—Romeo and Juliet, Mark Antony, Samson, Helen of Troy and Josephine. Our own newspapers pile up fresh evidence daily, tending to show that human nature hasn't changed any, and that love is still the all-powerful, motivating force among human beings.

And now this universally appealing theme has been made the basis of a brilliant Paramount motion picture, entitled appropriately enough, "In the Name of Love," which is coming next week to the Rialto. Read the details of this magnificent production in the column on the



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left, then sit right down and write your letter,  
telling what you would do in the name of love.

Letters must be limited to 250 words, and  
should be mailed in so as to reach the Rialto  
Theatre not later than Thursday evening. Win-  
ners will be announced and prize awards will  
be made from the stage of the Rialto on the  
opening night of "In the Name of Love," next  
Sunday.

Newspaper Type Ad for Contest

### New Cinema Beauty Shatters Precedent

Precedent has been tumbled into  
the discard by Greta Nissen, beauti-  
ful Norse screen discovery, who is  
playing the leading feminine role in  
Paramount's "In the Name of Love."  
Her camera tests, prior to starting  
work on the picture, revealed the  
astounding fact that Miss Nissen re-  
quired practically no make-up, due  
to the ivory whiteness of her skin.

Precedent was again shattered  
when it was learned that studio hair  
dressers were barred, insofar as she  
was concerned, for she never allows  
hands other than her own to touch  
her flaxen tresses.

She even does the trimming of her  
bangs, and she is the marvel of stu-  
dio attaches, for a comb, a brush and  
a few deft touches of her hands make  
her hair dressing complete.

"In the Name of Love," which  
marks the directorial debut of How-  
ard Higgin, is now showing at the  
Rialto Theatre. Ricardo Cortez,  
Wallace Beery and Raymond Hatton  
are also featured.

### Screen "Mother" Has New "Son" in Latest Picture

Edythe Chapman, popularly known  
as "the little mother of screen stars,"  
has another characteristic role in  
Howard Higgin's production for  
Paramount, "In the Name of Love,"  
coming to the Rialto on Sunday.

This time she enacts the role of  
proud parent to Ricardo Cortez. In-  
cidentally, this is the first time Cor-  
tez has had a screen mother.

Miss Chapman, one of the real  
veterans of the silver sheet, has  
mothered more than two score of  
film celebrities, including Gloria  
Swanson, Bebe Daniels, Thomas  
Meighan and Richard Dix. She loves  
to tell of the time she played mother  
to Theodore Roberts.

"In the Name of Love" is notable  
for the excellence and quality of its  
cast. Greta Nissen, the gloriously  
beautiful Norse girl, for whom won-  
derful cinema achievements are pre-  
dicted, plays the leading feminine  
role opposite Cortez. Other prom-  
inent featured players are Wallace  
Beery and Raymond Hatton.

"The Lady of Lyons." It is a stir-  
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Credit Greta Nissen, beautiful  
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Less than a month after her ar-  
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her Paramount contract, Miss Nissen  
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her younger brother and herself.

Did she go to any of the many  
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### Auto Racing, Actor's Idea of Relaxation

Driving a racing car, with a super-  
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tion, "In the Name of Love." He is  
considered one of the most versatile  
and promising of the new crop of  
film "finds."

He is a graduate of the University  
of Pennsylvania where he won a  
varsity letter in three major sports.  
He has also taken honors as a mem-  
ber of the crack hockey team of St.  
Paul's School.

A particular friend of Tommy Mil-  
ton, Arlen is planning to engage in  
at least one race on the coast, if his  
contract will allow. His recent test  
on the Culver City Speedway indi-  
cates his ability to qualify.

The youthful Paramount actor  
drives one of the finest cars in Holly-  
wood, but his mania for speed has  
prevented Ricardo Cortez, Greta Nis-  
sen, Wallace Beery and Raymond  
Hatton, associate players in "In the  
Name of Love," from accepting any  
of his invitations for a drive.

### Sartorial Elegance Is Rialto Film Feature

A sartorial treat as well as de luxe  
entertainment is in store for those  
native film enthusiasts who visit the  
Rialto this week. "In the Name of  
Love," the main feature attraction,  
is a colorful romance with modern  
France for its picturesque locale.  
Howard Higgin directed it for Para-  
mount, and the sterling cast includes  
Ricardo Cortez, Greta Nissen, Wal-  
lace Beery and Raymond Hatton.

That "clothes make the man" is  
exemplified by Cortez who wears a  
glittering military uniform with gold  
braid, medals, epaulets, and cape for  
his impersonation of the "Prince of  
Como." Beery and Hatton, as a  
bogus count and a decadent marquis,  
respectively, are veritable fashion  
plates.

On the feminine side, Miss Nissen's  
blonde loveliness is accentuated by  
fashionable Paris gowns, fashioned  
especially for her by Travis Banton,  
famous styles creator. Lillian Leigh-  
ton, as the newly rich mother of  
Greta Nissen, and Edythe Chapman,  
as Cortez' mother, also wear many  
beautiful gowns, although the ram-  
ment of the former is exaggerated in  
keeping with the type of her role.

All in all, "In the Name of Love"  
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mount. The picture, featuring Ri-  
cardo Cortez, Greta Nissen, Wallace  
Beery and Raymond Hatton, opens  
at the Rialto next Sunday.

### Ex-Musical Comedy Star Cast in Paramount Film

"I wonder what's become of  
Toby?"

If that question happens to be  
asked at any time in musical com-  
edy or vaudeville circles regarding  
Toby Claude, diminutive comedienne,  
whose name in lights was blazoned  
on Broadway, London, Paris and  
other places a few years back, Holly-  
wood and the movies can furnish the  
answer.

Famous as an international com-  
edienne, Miss Claude is much sought  
after in pictures, her most recent  
cinema appearance being in Howard  
Higgin's Paramount romance, "In  
the Name of Love."

In this production she plays a very  
dignified role as a marchioness and  
makes a most regal looking member  
of royalty despite her less than five  
feet in height.

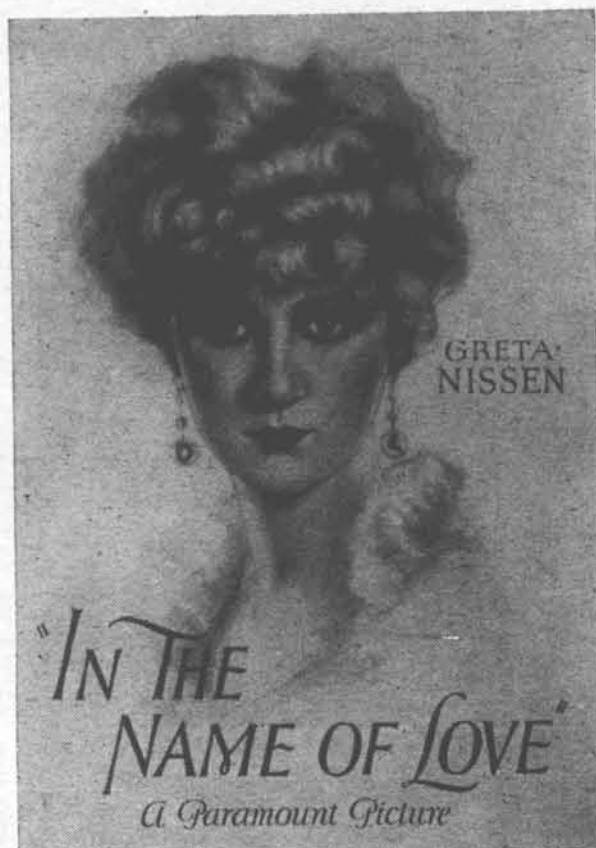
The years have exacted a light toll  
from Toby Claude, and she is just as  
dainty and attractive today as she  
was in the days when she was the  
toast of Broadway.

"In the Name of Love" makes its  
local debut at the Rialto Theatre  
next Sunday for a three days' run.  
An all-star cast of favorites, includ-  
ing Ricardo Cortez, Greta Nissen,  
Wallace Beery and Raymond Hatton,  
interpret the principal parts. The  
story is based on Sada Cowan's  
modernized version of Bulwer-Lyt-  
ton's love-classic, "The Lady of  
Lyons."



# "In the Name of Love" PARAMOUNT PAPER THAT P

"If It's Worth Running, It's Worth A



## HERALD

Paramount has given you some attractive heralds in the past, but never a more stunning one than this.

The cut on the left shows the cover, the original of which is handsomely colored.

Inside pages contain striking scenes and talk.

Only \$4.00 per 1,000.



## Advertising Price List

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

### FOR OUTDOOR ADVERTISING—POSTERS

One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40

### PHOTOS FOR YOUR LOBBY

22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

### FOR NEWSPAPER ADS—ADVERTISING CUTS

One Column.....	.35
Two Column.....	.60
Supplementary (two column).....	.25

### MATS, ADVERTISING, PRODUCTION, ETC.

One Column.....	.05
Two Column.....	.10
Two Column Supplementary.....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25

### FOR GENERAL EXPLOITATION

GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
22 x 28 Combination Frames.....	2.00

CHROMO LITHO FRAMES.....	2.00
8 1/2 x 10 1/2 Banner.....	7.50
Rotogravure Magazine, per 1,000.....	4.00
Herald, per thousand.....	.07
Window Card.....	.15
Announcement Slide.....	.10
Publicity Photos.....	.10

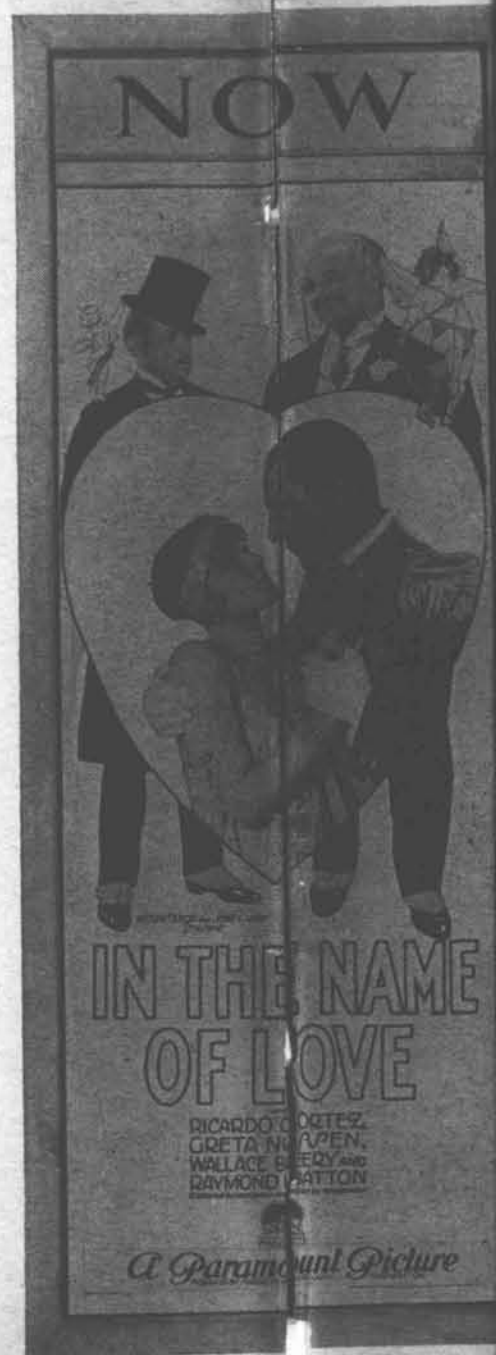
Trailers—National Screen Service  
126 W. 46th St., New York City  
845 So. Wabash Ave., Chicago, Ill.  
917 So. Olive St., Los Angeles, Cal.  
PRESS BOOKS AND MUSIC CUES ARE GRATIS.



Window Card



Don't-keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



Colored Insert Card



Announcement Slide



# the Name of Love" ER THAT PACKS THE PUNCH

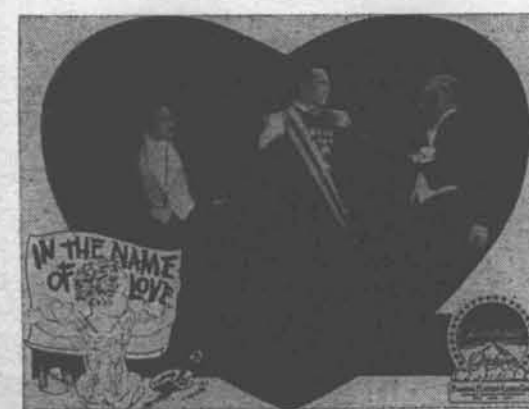
th Running, It's Worth Advertising"



Colored Insert Card



Announcement Slide



EIGHT COLORED LOBBY CARDS (EACH 11" x 14")

## Catchy Ad Copy

Adam ate the apple—  
Samson lost his hair—  
Mark Antony lost his empire—  
And now see what happens—  
**IN THE NAME OF LOVE.**

He masqueraded as a millionaire—In the  
Name of Love.

Dedicated to the sweethearts of the world.



# IN THE NAME OF LOVE

A Paramount Picture

scenes and talk.

Only \$4.00 per 1,000.



Window Card



One Sheet Poster 1A

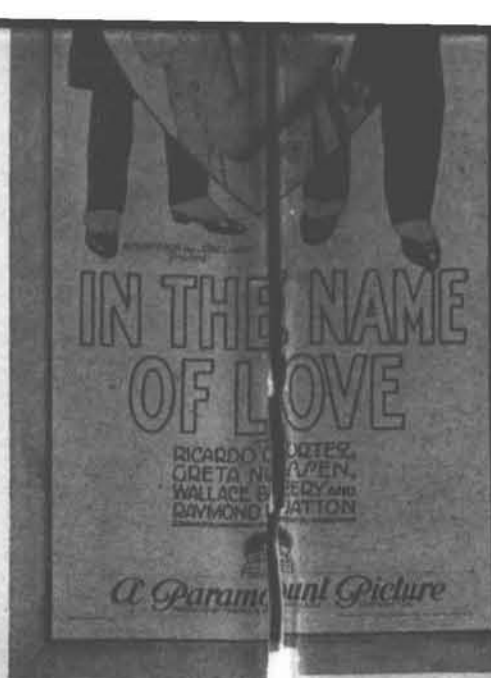


Three Sheet Poster 3A

## Advertising Price List

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

FOR OUTDOOR ADVERTISING—POSTERS	
One Sheet (1A and 1B)	\$.15
Three Sheet (3A and 3B)	.45
Six Sheet (6A)	.75
Twenty-four Sheet (24A)	2.40
PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored)	.40
11 x 14 Set of Eight (Colored)	.63
FOR NEWSPAPER ADS—ADVERTISING CUTS	
One Column	.35
Two Column	.65
Supplementary (two column)	.25
MATS, ADVERTISING, PRODUCTION, ETC.	
One Column	.05
Two Column	.10
Two Column Supplementary	.10
Three Column	.15
Four Column (Ad. Only)	.25
GILT-EDGED FRAMES (Size 17 x 43 in.)	
Insert Cards (14 x 36 in. to fit above)	1.50
22 x 28 Gilt Frames	1.50
22 x 28 Combination Frames	2.00
27 x 107 Banner	2.00
Rotochrome Magazine, per 1,000	7.50
Herald, per thousand	4.00
Window Card	.07
Announcement Slide	.15
Publicity Photos	.10
Trailers—National Screen Service 126 W. 46th St., New York City 845 So. Wabash Ave., Chicago, Ill. 917 So. Olive St., Los Angeles, Cal. PRESS BOOKS AND MUSIC CUES ARE GRATIS.	



Colored Insert Card

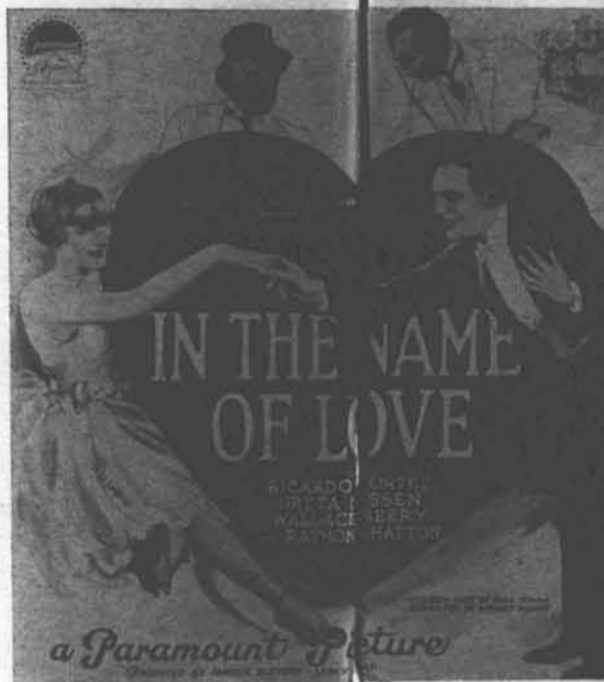


Announcement Slide

Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



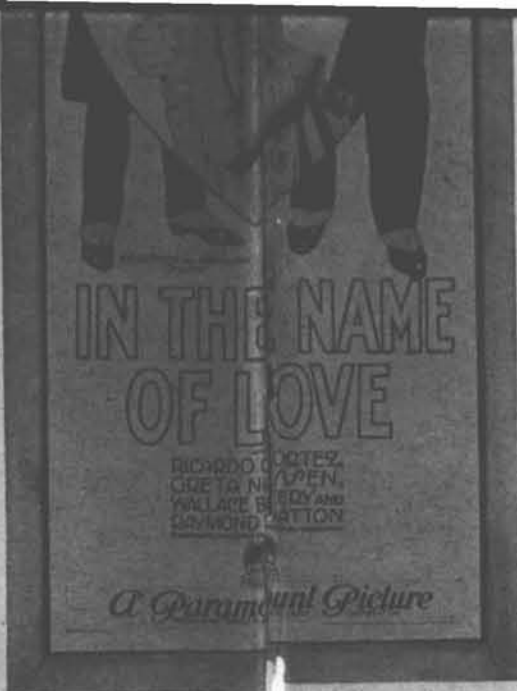
Colored Lobby Card (22" x 28")



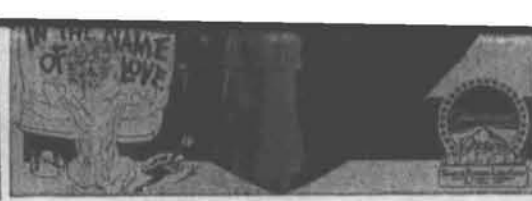
Six Sheet Poster 6A



Twenty-four Sheet Poster 24A



Colored Insert Card



EIGHT COLORED LOBBY CARDS (EACH 11" x 14")



Announcement Slide

## Catchy Ad Copy

Adam ate the apple—  
Samson lost his hair—  
Mark Antony lost his empire—  
And now see what happens—  
IN THE NAME OF LOVE.

He masqueraded as a millionaire—In the  
Name of Love.

Dedicated to the sweethearts of the world.

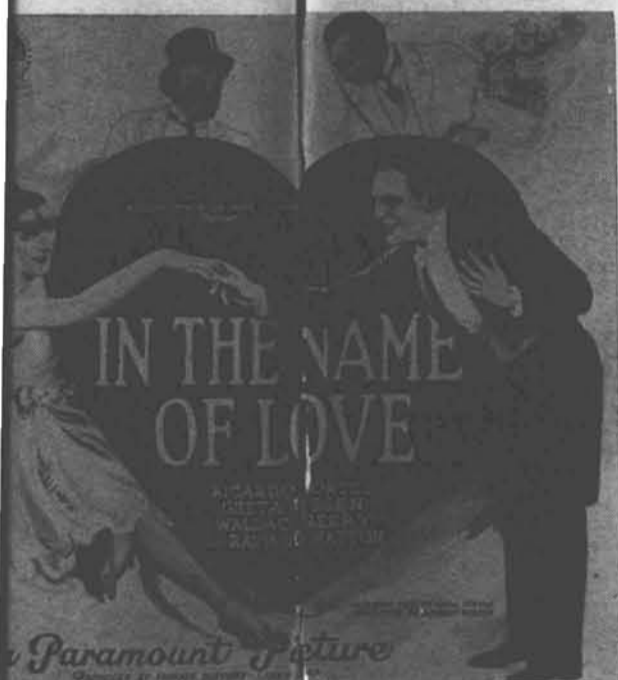
See what men and women will do In the  
Name of Love.

The world's miracles have been wrought In  
the Name of Love.

Hearts are stirred—crimes are committed—  
laughter roars out—In the Name of Love.



One Sheet Poster 1B



Six Sheet Poster 6A



Three Sheet Poster 3B



Twenty-four Sheet Poster 24A

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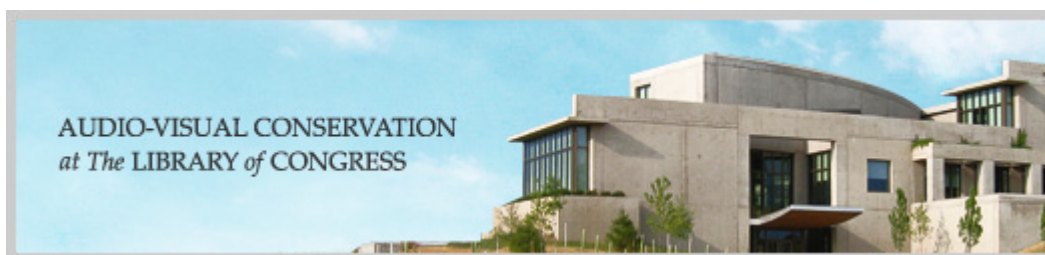
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